



Tobacco Tid-Bits

Southwest Washington Health District

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2000 Fort Vancouver Way

Vancouver WA 98663

(360) 397-8416

Cigarette Sampling Big in Washington

Despite limitations on tobacco advertising, the tobacco industry continues to find ways to aggressively market their products. One strategy used often in Washington is product sampling. That's right. Free samples of tobacco are given out at popular events or places. From January 2000 through January 2002, there were 1,608 licensed sampling events in Washington state. Many of these events were near college campuses, according to the Federal Trade Commission. Tobacco product samples provide a no-cost initiation that encourages experimentation at an early age. From 1998 to 1999, the tobacco industry has increased its spending on sample giveaways by 133.5%. When Clark College learned about this, administrators decided to develop a policy that would prohibit tobacco product sampling and advertising on their campus. Apparently, few or no other colleges in the Northwest have policies prohibiting this, so Clark College may be a trailblazer in this policy area and will hopefully spur other NW schools to do the same. For more information on their policy contact Mary Deal, Health Services Officer, Clark College: 360.992.2264 or mdeal@clark.edu.

Children and Secondhand Smoke

More than 20 million US children are exposed to secondhand smoke in their homes, raising their risk for asthma, hospitalizations and missed school days, study findings suggest. Dr. Mark A. Schuster and colleagues from the University of California, Los Angeles, analyzed data from a national health study to determine the frequency of smoking in homes with children, by both residents and visitors. The study found that 35% of children in the US, or about 21 million, live in homes where someone smokes at least one day a week. And more than 19 million children live in homes where a resident smokes daily. The report appears in the November issue of the *Archives of Pediatrics and Adolescent Medicine*.

Non-Smokers Find Way to Take Breaks Too

Feeling left out? Wanna share in the lost time with all your smoking pals but not have the negative things like stinky breath, lung cancer, asthma, and a lighter wallet from supporting a physically addictive habit? Then VIRTUAL CIGARETTE is for you! Thanks to Tobacco Free Coalition of Clark County member Louise Jenkins for sharing this Internet game with us. Louise is a medical professional and a former smoker. "I know about the breaks you miss and have to keep working while smokers 'run out for a quick one,'" said Louise. This program gives a virtual break for non-smokers so they can claim their breaks also. If nothing else it is a good conversation starter!

ESD 112 New Website

The Educational Service District 112 Prevention Center's new website is now on-line at www.preventioncenter.esd112.org. The website includes drug, alcohol, violence prevention and intervention information. "We encourage you to take a look at our site," said Paul Davis, MS Assistant Director of Prevention/Intervention at ESD 112. "It has some great information as well as some cool stuff." For instance, take a look at the public service announcements (PSA's) that were created by teens in the "Stop Smoking" section of the website.



ESD 112 Media Literacy Workshop

ESD 112 is hosting a Media Literacy workshop led by Joe Behson, Director of Counseling Services for New York State Office of Children and Family Services and a private consultant in the area of media influences on children and youth.

When: December 11, 2002, 9:00 AM-4:00 PM

Where: Phoenix Inn, 12712 S.E. 2nd Circle, Vancouver, WA (127th & Mill Plain)

Cost: \$20 (includes lunch) * additional \$12 for 6 clock hours *

Registration: Sheryl Taylor, 360.750.7505 x132

Deadline: December 4, **See calendar.

Cessation Task Force Meetings

The Cessation Task Force has decided to meet quarterly, instead of monthly. The next meeting is scheduled for January 21 **Calendar.

Quit Line
877-270-STOP
877-2 NO FUME
1-877-777-6534 (TTY)
www.quitline.com

Coalition Update

The Tobacco Free Coalition of Clark County has adopted a coalition structure, bylaws and appointed a nominating committee. They are seeking nominations for two coalition positions: Chair (one year term) and Chair Elect (two year term). These positions will be voted on at the next Coalition meeting. The Coalition has decided to meet quarterly and have scheduled the following dates for 2003: Feb. 11, May 13, Sept. 9 and Dec. 9. For more information contact James Lanz: 360.397.8416



BREATHE Wins C.A.R.E. Award for the Second Year

The youth tobacco prevention group BREATHE has won 7 awards since it began nearly two years ago. Its most recent honor is a C.A.R.E. award (Commitment, Action, Results and Excellence) honoring individuals and organizations involved in preventing and treating substance abuse. This is BREATHE's second C.A.R.E. award. The group has also won five Selecky awards. In October, BREATHE members Sarah Yamin, Tami Mastrogianis and BreAnna Dupuis participated in the annual Washington State Prevention Summit in Yakima, sponsored by Washington State Department of Social and Health Services, Division of Alcohol and Substance Abuse. The three members presented information to other youth across the state on how to start and build a youth coalition in their community. The workshop was called MAKING IT WORK. They also participated in another workshop called YOU'RE A SUPERSTAR focusing on how to plan and run activities in your community. For more information on BREATHE contact James Kisse, Health Educator, Southwest Washington Health District 360.397.8214.

Vancouver Teen Speaks at National Tobacco Conference

Sarah Yamin, BREATHE member and Campaign For Tobacco Free Kids' West Regional Youth advocate of the year was a guest speaker at the National Tobacco conference in San Francisco, California November 18-22. She spoke about policy changes and BREATHE activities. She also told audience members how hard it is to enact policy changes because of preemption (where local laws cannot be passed if they are stronger than state laws).

Operation Storefront

A dozen students from Columbia River High school's Dry River Prevention Club were trained in October on how to conduct Operation Storefront. The training was led by James Kisse, Health Educator, Southwest Washington Health District. The students will venture into the community to collect data that will help pinpoint where Big Tobacco is advertising. Students will count advertising signs inside and outside stores that sell tobacco products and record any advertising that offers free gifts, special price and multi-pack discounts. The teens will also look for ads below 3 feet or less from the floor, those next to candy and ads with cartoon figures on them. Store owners will be given information about what the students are doing and why. Data collected from Operation Storefront will help the Health District and the community learn if and how tobacco is being advertised to young people.

ESD Programs Awarded Media Literacy Grant

ESD 112 and the Southwest Washington Health District have been awarded a Media Literacy grant by the Washington State Department of Health. The 8 month grant offers peer to peer media literacy training to GED participants at five sites. Students also have an opportunity to create an anti-tobacco Public Service Announcement. "We will be using the University of Washington and Teen Futures Network curriculum called TEENS, TOBACCO AND MEDIA. The goals of the project are to encourage teens who are tobacco users to move closer to readiness to quit and to increase teens' awareness of the media and its influences on their lifestyle choices," said Project Coordinator Pam Johnston. She can be reached at 360.750.7500 ext. 133.

Calendar of Events

- 12/04

N-O-T free youth cessation training. 9:30-3 PM., ESD 113 601 McPhee Rd. SW Olympia, WA 98502. Breakfast and lunch provided. Register by Nov. 27. Contact: Kim Burkey with the American Lung Association of Washington 206.441.3277
- 12/10

Multnomah County Tobacco Prevention Coalition Quarterly Meeting 11 AM – 1 PM American Heart Association Lunch reservations required! Erik Vidstrand 503.988.3663 x28805
- 12/11

**ESD 112 Media Literacy workshop, 9 AM – 4 PM. Phoenix Inn , Vancouver. Contact: Sheryl Taylor 360. 750.7505 x132. Registration deadline December 4.
- 12/13

“Teens, Tobacco and Media” free training – 2:30-5:00 PM, ESD 112 Conference Center. Contact: Pam Johnston 360.750.7500 x133
- 2003
- 01/21

**Cessation Task Force meeting, 2:30 – 4 PM, ESD 112 in the Cowlitz Room. Contact: Pam Johnston 360.750.7500 x133

Please tell us about your upcoming tobacco related events so we can post them here.